

ORDER



Orders
Order / Rev: 403440
 Alt Order #:
Product Desc: Limestone Co Dist Attorney
 Estimate:
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/31/16 / 10/31/16
Order Type: GENERAL

WHNT-TV

Primary AE: Local WHNT House
Sales Office: LOCAL
Sales Region: Local

Agency Name: Red Brick Strategies
Buying Contact:
Billing Contact:
 125 Northside Square Ste 200
 Huntsville, AL 35801

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Valls/Ind/Limestone Co Dist Attny
Demographic: A35+
Product Codes: PL1.d.iii
Priority: 03
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	24	\$4,000.00	\$3,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	24	\$4,000.00	\$3,400.00	141.00
Totals	24	\$4,000.00	\$3,400.00	141.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local WHNT House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHNT-TV	35%	\$4,000.00
Market	100%	\$11,428.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	65%	\$7,428.57
WAAY	0%	\$0.00
WAFF	0%	\$0.00
WAMY	0%	\$0.00
WFIQ	0%	\$0.00
WHDF	0%	\$0.00
WHIQ	0%	\$0.00
WZDX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	19	11/01/16	11/08/16	M-F 5a-530a News 5a	CM	5a-530a	MTWTF--	:30	1	\$150.00	03	3.90	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	- TWTF--		2		\$150.00		3.90					
		Week: 11/07/16	11/13/16	MT-----		1		\$150.00		3.90					
N 2	19	11/01/16	11/04/16	M-F 530a-6a News 530a	CM	530a-6a	- TWTF--	:30	2	\$200.00	03	5.20	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	- TWTF--		2		\$200.00		5.20					

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Advertiser: Valls/Ind/Limestone Co Dist Attny
 Product Desc: Limestone Co Dist Attorney
 Estimate:
WHNT-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	19	11/01/16	11/04/16	M-F 6a-7a News 6a	CM	6a-7a	- TWTF--	:30	2	\$200.00	03	7.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF--					2	\$200.00		7.00			
N 4	19	11/01/16	11/08/16	M-F 7a-8a CBS This Morning 7a	CM	7a-8a	MTWTF--	:30	1	\$200.00	03	6.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF--					2	\$200.00		6.00			
		Week: 11/07/16	11/13/16	MT-----					1	\$200.00		6.00			
N 5	19	11/01/16	11/08/16	M-F 8a-9a CBS This Morning 8a	CM	8a-9a	MTWTF--	:30	2	\$100.00	03	4.40	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF--					2	\$100.00		4.40			
		Week: 11/07/16	11/13/16	MT-----					2	\$100.00		4.40			
N 6	19	11/01/16	11/08/16	M-F 12p-1230p Noon News	CM	12p-1230p	MTWTF--	:30	2	\$75.00	03	4.90	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF--					2	\$75.00		4.90			
		Week: 11/07/16	11/13/16	MT-----					2	\$75.00		4.90			
N 7	19	11/01/16	11/04/16	M-F 5p-530p News 5p	CM	5p-530p	- TWTF--	:30	1	\$250.00	03	8.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF--					1	\$250.00		8.00			
N 8	19	11/01/16	11/04/16	M-F 6p-630p News 6p	CM	6p-630p	- TWTF--	:30	1	\$250.00	03	8.90	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	- TWTF--					1	\$250.00		8.90			
N 9	19	11/01/16	11/06/16	Sa 5a-8a News Sat 6a	CM	6-830a (6:00 AM-8:00 AM)	-----S-	:30	1	\$150.00	03	7.30	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-					1	\$150.00		7.30			
N 10	19	11/01/16	11/06/16	Su 6a-7a News Sun 6a	CM	6-7a	-----S	:30	1	\$100.00	03	5.80	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S					1	\$100.00		5.80			
N 11	19	11/01/16	11/06/16	Su 7a-8a News Sun 7a	CM	7a-8a	-----S	:30	1	\$200.00	03	8.70	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S					1	\$200.00		8.70			
N 12	19	11/01/16	11/06/16	Sunday Prime Hour 1 60 Minutes	CM	6p-7p	-----S	:30	1	\$500.00	03	11.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S					1	\$500.00		11.00			

Totals 24 \$4,000.00